

# Venkat Ramaswamy

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10841043/publications.pdf>

Version: 2024-02-01

12  
papers

6,015  
citations

933447

10  
h-index

1199594

12  
g-index

13  
all docs

13  
docs citations

13  
times ranked

3888  
citing authors

#	ARTICLE	IF	CITATIONS
1	Co-creation experiences: The next practice in value creation. <i>Journal of Interactive Marketing</i> , 2004, 18, 5-14.	6.2	4,275
2	What is co-creation? An interactional creation framework and its implications for value creation. <i>Journal of Business Research</i> , 2018, 84, 196-205.	10.2	401
3	Brand value co-creation in a digitalized world: An integrative framework and research implications. <i>International Journal of Research in Marketing</i> , 2016, 33, 93-106.	4.2	325
4	It's about human experiences and beyond, to co-creation. <i>Industrial Marketing Management</i> , 2011, 40, 195-196.	6.7	212
5	Co-creating value through customers' experiences: the Nike case. <i>Strategy and Leadership</i> , 2008, 36, 9-14.	0.5	206
6	Build the co-creative enterprise. <i>Harvard Business Review</i> , 2010, 88, 100-9, 150.	3.1	140
7	Co-creation of value towards an expanded paradigm of value creation. <i>Marketing Review St Gallen</i> , 2009, 26, 11-17.	0.6	123
8	Offerings as Digitalized Interactive Platforms: A Conceptual Framework and Implications. <i>Journal of Marketing</i> , 2018, 82, 19-31.	11.3	111
9	Strategy and co-creation thinking. <i>Strategy and Leadership</i> , 2013, 41, 5-10.	0.5	45
10	The "Interacted" actor in platformed networks: theorizing practices of managerial experience value co-creation. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1165-1178.	3.0	16
11	Re-thinking the Concept of Surplus: Embracing Co-creation Experiences in Economics. <i>B E Journal of Economic Analysis and Policy</i> , 2014, 14, 1283-1297.	0.9	9
12	Digitalized Interactive Platforms: Turning Goods and Services into Retail Co-Creation Experiences. <i>NIM Marketing Intelligence Review</i> , 2019, 11, 18-23.	0.6	7